

City of Milpitas Ethics Program

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CITIZEN SURVEY 2004

This 15 minute survey asks for your opinions about politics, our community, and ethics. Your answers will become the foundation for the Milpitas Ethics Program, described in the letter that directed you to this web site. Because yours is one of a small number of households selected at random to participate, your input is very important to us. Thank you for coming to this page!

DIRECTIONS: On the questions below, indicate your answer by clicking your mouse in the circles or typing an answer in the small rectangles. Once you start, you will need to hit the submit button at the end to send in your survey. If you need to stop before you finish, hit the red x at the top right of your screen to exit from the program. Come back to fill out the survey when you have more time.

You may, of course, skip any question you don't wish to answer. When you finish, just remember to hit the "submit survey" button. Your answers will be pooled with everyone else's and will be treated anonymously. If you would prefer to complete the paper version of the survey, rather than the web version, contact xxx.

TO SUBMIT A SECOND SURVEY FROM YOUR HOUSEHOLD: Each household selected at random to participate is eligible to submit up to two surveys from different residents at your address who are over the age of 18. If you are the only person in your household over the age of 18, please submit just one survey. To bring up a blank form for a second person in your household, just type in the web address you received in the mail, as you did to bring up the page you're now reading. Fill out that blank form and hit the "submit" button at the end. If more than two surveys are submitted from the same address, we will accept the two with the earliest dates as the official responses from your address. If you have any questions, concerns, or problems filling out the survey, callxxxx

We are very grateful for your time. You are really investing in the future of the City. Thank you!

(Reminder: You must be over the age of 18 to respond to this survey.)

SECTION 1: YOUR EXPERIENCE WITH MILPITAS

1. To begin, how many years have you lived in Milpitas? (Mark one circle below. If you mark the lower one, also type in the number of years)

☐ less than 1 year

☐ if 1 or more years, please type in the number of years here:

2. Do you think things in Milpitas are generally going in the right direction or the wrong direction? (Mark one circle.)

- ☐ Right Direction
- ☐ Wrong Direction
- ☐ I don't really know

3. Do you own your own home, rent, or have a lease-to-own arrangement? (Mark one circle.)

- ☐ Own
- ☐ Rent
- ☐ Lease to own

4. As best you can tell right now, do you expect to be living in Milpitas five years from now?
(Mark one circle.)

- ☐ Yes
- ☐ No

5. Overall, how would you rate Milpitas as a place to...? Please choose any number on the scale below, where 1="poor" and 5="excellent" and 2 through 4 are in between. (Please mark one circle for each topic.)

	Poor		Excellent		
	1	2	3	4	5
1. raise a family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. work and do business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. spend leisure time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. live after retirement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. feel safe and secure on the streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. overall as a place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Generally speaking, how much attention do you pay to the following. (Use a scale of 1 to 5, where 1="not much attention" and 5= "a great deal of attention," with 2 thru 4 being in between them. (Please mark one circle for each topic.)

	not very much attention	1	2	3	4	5	a great deal of attention
1. City Council decisions/actions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
2. new or improved City services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
3. cut-backs or reductions in City services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
4. Milpitas politics during a non-election year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
5. Milpitas election campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
6. local candidates who keep their promises to conduct fair campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
7. local candidates who break their promises and conduct unfair campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

7. In Milpitas, have you ever been elected to public office, appointed to a Commission or City committee, run for local office, volunteered significant time on a local campaign, or worked as a City employee?

- ☐ yes
☐ no

SECTION 2. YOUR INPUT AND GUIDANCE ON THE CODE OF ETHICS

8. On the next page, you will find ethical standards that often appear in City Codes of Ethics. They describe how City leaders ought to conduct themselves if they are to build public trust and confidence. City leaders promise citizens that they will practice these behaviors and be held accountable for them. We want to know which standards you believe are the most important ones to include in the new Milpitas Ethics Code.

However, to keep this exercise real, the only standards you may rate as important are those you would be willing to live by and be held accountable for, if you were a City leader. (Assume that we would develop a fair mechanism for such accountability.) So, if you are not willing to be accountable for this value or do not believe we should consider that standard, mark the first column ("SKIP") and go on to the next standard. If you would be willing to live that standard, then mark one of the next three choices: Mark a "1" for the standards you feel are most important to include, a "2" for the next most important set, and a "3" for the next most important ones.

1. I am dependable and do what I say I will do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I take responsibility for my actions, even when it is uncomfortable or unpopular to do so.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I am fair and distribute benefits and burdens according to equitable criteria	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I make impartial decisions, free of any interests that might compromise or appear to compromise my independence of judgment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I do not use information I acquire in my public capacity for personal advantage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I am honest and tell the truth to citizens, colleagues, and staff.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I am open-minded and ready to entertain new ideas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I am collaborative, cooperating with others to achieve more than I could on my own.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I value diversity, and especially seek diverse perspectives and viewpoints before I make my mind up on important decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I act with integrity, and seek to do the right thing for the city especially when no one is looking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I have vision, and take a proactive and innovative approach to setting goals and conducting the city's business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. In various ways I communicate the City's care for and commitment to its citizens.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I engage in effective two-way communication, listening carefully and responding in ways that advance the City's goals and values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I am competent, and keep my professional skills current and growing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. I am service-oriented and work hard on behalf of citizens and the City.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. I follow established City processes and procedures.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. I am organized, pay attention to details, and keep deadlines.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. I am concerned about the environment and the conservation of our City's natural resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. I make prudent financial decisions, taking into account both short-term needs and long-term financial stability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. I am compassionate, willing to take action to stand with people in their need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. I am empathetic, able to walk around in someone else's shoes for a while and to see the world through their eyes.

☐ ☐ ☐ ☐

22. I am respectful, treating people as human beings, not as objects.

☐ ☐ ☐ ☐

23. I am responsive, prepared, and proactive on behalf of the City and for the interests of citizens.

☐ ☐ ☐ ☐

24. I display ethical leadership, seeking to be a role model for best conduct in public service.

☐ ☐ ☐ ☐

25. I am accountable, willing to explain my action, and ready to accept fair consequences, agreed to in advance, when I bump into a stumbling block and don't live up our Code.

☐ ☐ ☐ ☐

9. Now, review the list of 25 standards from the previous question. If you could only choose five of them to make up the entire Code of Ethics, which five would you choose? Put the numbers of the five standards you would keep from question 8 on the five lines below. You do NOT need to rank the five.

Number A

Number B

Number C

Number D

Number E

SECTION 3. ABOUT THE CITY COUNCIL AND CITY STAFF

10. Now we'd like to hear some of your opinions and experience with the City Council. On a scale of 1 to 5, where 1="not much at all" and 5="a great amount", with 2-4 being in between, please rate...

not much at all

1

2

3

4

5

a great amount

1. how much you trust the City Council to represent your interests

☐ ☐ ☐ ☐ ☐

2. how much you trust the City Council to do the right thing when dealing with an ethics issue at a public meeting

☐ ☐ ☐ ☐ ☐

3. how much you trust individual Council Members to do the right thing when dealing with an ethics issue outside of the public meetings

☐ ☐ ☐ ☐ ☐

4. how much fairness you believe the Council would show you if you came to them with a problem

☐ ☐ ☐ ☐ ☐

not much at all

1

2

3

4

5

a great amount

5. how much respect you believe the Council would show you if you came before them with a problem

6. how much personal experience you have had with the Council (e.g., addressed them, talked with them, etc.)

☐ ☐ ☐ ☐ ☐

11. Now we'd like to find out some of your opinions about City employees, other than the City Council. On a scale of 1 to 5, where 1="not much at all" and 5="a great amount", with 2-4 being in between, please rate...

not much at all

1

2

3

4

5

a great amount

1. how much confidence you have in the quality of services provided by City employees.

☐ ☐ ☐ ☐ ☐

2. how much trust you have that City employees would do the right thing when dealing with an ethics issue.

☐ ☐ ☐ ☐ ☐

3. how much help you believe you would get from City employees if you came to City Hall with a problem.

☐ ☐ ☐ ☐ ☐

4. how much fairness you believe City employees would show you if you came to City Hall with a problem

☐ ☐ ☐ ☐ ☐

5. how much respect you believe you would be shown by City employees if you came to City Hall with a problem

☐ ☐ ☐ ☐ ☐

6. how much personal experience you've had with City employees (e.g., gone to City Hall with a problem, called about a problem, applied for a permit, etc.)

☐ ☐ ☐ ☐ ☐

SECTION 4. YOUR FEEDBACK ABOUT ELECTIONS AND CANDIDATES

12. Overall, in terms of ethics and values, do you think election campaigns in Milpitas have gotten better, gotten worse, or remained about the same over the time you've observed them.

- ☐ gotten better
☐ gotten worse
☐ remained about the same
☐ don't know

13. Thinking about elections in Milpitas, what percentage of candidates for elected office do you think...

	all	most	some	Only a few	hardly any
1. deliberately twists the truth given to the voters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. deliberately makes unfair attacks on their opponents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. seems to be able to tell right from wrong and act on it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. does whatever their political consultant or campaign manager suggests, no matter how unethical	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. On a scale of 1 to 5, with 1="not a good idea at all" and 5="an extremely good idea," how good an idea do you believe each of the following proposals would be if implemented during the next election cycle and continued at least over three more cycles?

	not a good idea at all		an extremely good idea		
	1	2	3	4	5
1. Candidates are given the opportunity to sign a voluntary Code of Fair Campaign Practices promising to campaign ethically and honestly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Candidates are given the opportunity to sign the same Code, but the Code would bar candidates from lodging ethics complaints in the last week giving their opponents no chance to reply.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Citizens receive training in how to recognize a fair or unfair campaign, especially during the last week and after absentee balloting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. An ordinance requires political consultants and lobbyists to register with the City and to disclose their business and other dealings with the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The City develops a fair and equitable way of putting a voluntary limit on the amount of money a candidate could spend on a campaign. Some say this could give an advantage to incumbents who already have name recognition. Others disagree with this.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The City holds a public "accountability session" after the election when candidates would be asked to demonstrate how they had lived up to promises made beforehand and be held accountable for those promises.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. How fair or unfair do you believe the following to be during an election campaign for City Council in Milpitas?

	Very unfair				Very fair
	1	2	3	4	5
1. Candidates present their own record in the best light, and with sincerity and frankness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Candidates engage in a hard-hitting criticism of the record and policies of their opponents which may deserve such criticism. Candidates do not distort or mislead the public about their own record or their opponent's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Candidates wait until four days before the election to raise in a very dramatic way a new issue that has some relevance to the race, but time it so the opponent has no effective way to respond.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Candidates do not attempt to stop their political consultants or friends from beginning an email "whispering campaign" spreading rumors that the opponent has been 'indicted' for breaking the law and gone to jail. In fact, the opponent received and paid three parking tickets over the past five years, a fact the candidate himself had disclosed at the beginning of the campaign,	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. A friend of the candidate hates the opponent and spreads an effective and untrue rumor that the opponent is a racist. The candidate thinks this was wrong to do, but the candidate takes no action.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION 5. NOW JUST A FEW GENERAL DEMOGRAPHIC QUESTIONS.

16. Are you currently registered to vote in Milpitas?

- ☐ yes
- ☐ no
- ☐ not eligible
- ☐ not sure

- ☐ always
- ☐ often
- ☐ sometimes
- ☐ rarely
- ☐ never
- ☐ not eligible

- ☐ Democratic
- ☐ Green
- ☐ Independent
- ☐ Libertarian
- ☐ Reform
- ☐ Republican
- ☐ Other: please specify _____
- ☐ None

	Strongly Disagree	1	2	3	4	5	Strongly Agree
1. People like me can have a big impact on making Milpitas a better place to live.	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
2. Generally speaking, those we elect to Congress in Washington lose touch with the people pretty quickly.	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
3. Generally speaking, those we elect to the Milpitas City Council care a great deal about what people like me think.	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
4. Sometimes politics seems so complicated that a person like me can't really understand what's going on.	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
5. I know a lot about politics and public affairs.	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
6. Voting is the only way people like me can have any say in how the government runs things.	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

	Strongly Disagree	1	2	3	4	5	Strongly Agree
7. Political parties are interested in people's votes, but not really in their opinions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
8. I often engage in conversation with my friends about politics and public affairs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
9. I make volunteer community service an important part of my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

20. In what year were you born?

type in year of your birth

21. What is your gender?

- ☐ female
- ☐ male

22. With what religion, if any, do you most identify?

- ☐ Protestant (denomination)
- ☐ Catholic
- ☐ Muslim
- ☐ Another type of Christian (specify)
- ☐ Jewish
- ☐ Hindu
- ☐ Some other religion
- ☐ No religion

23. These next two questions ask about ethnicity and race the way the 2000 U.S. Census did. Please answer both. Do you consider yourself of Hispanic or Latino origin?

- ☐ Yes
- ☐ No

24. Which of the following do you consider yourself to be? (Check all that apply.)

- ☐ African American
- ☐ American Indian and Alaskan Native
- ☐ Asian
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White
- ☐ Other (specify)
- ☐ None

25. Which of the following best describes the highest level of formal education you completed?

- ☐ some elementary school
- ☐ s completed elementary school
- ☐ some high school
- ☐ s Completed high school or GED
- ☐ s Some college or Associate's degree
- ☐ s Completed college
- ☐ s Some Graduate School or Master's Degree
- ☐ s Ph.D. or post-graduate

THANK YOU VERY MUCH! Please press the "submit survey" button.

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